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DECLARATION AND POWER OF ATTORNEY

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|------------------------|--|
| Attorney Docket Number | DT:0102 |
| First Named Inventor | Phil Delurgio |
| Application Title | APPARATUS FOR MERCHANDISE PROMOTION OPTIMIZATION |
| Application Number | 09849621 |
| Filing Date | 5/5/01 |

Assistant Commissioner for Patents
Washington, D.C. 20231

As a below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter claimed and for which a patent is sought on the invention referenced above, the specification of which

is attached hereto

OR

was filed as shown above.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to in this declaration.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56.

As a named inventor, I hereby appoint James W. Huffman, Reg. No. 35,549; Richard K. Huffman, Reg. No. 41,082; E. Alan Davis, Reg. No. 39,954; and Kang S. Lim, Reg. No. 37,491 my attorneys with full power of substitution and revocation to prosecute this application and transact all business in the U.S. Patent and Trademark Office connected therewith, and also to file and prosecute any corresponding application in any foreign country; and I hereby request that all correspondence and telephone calls be addressed to the practitioners at the following customer number.

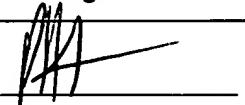
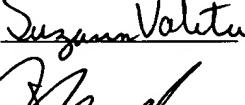


I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.



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DOCKET: DT:0102

| Inventor's Name: | Residence and Mailing Address: | Citizenship: | Signature: | Date: |
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